



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 07/25/00

AGENDA ITEM _____

WORK SESSION ITEM WS #2

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Cannery Area Design Plan

RECOMMENDATION:

It is recommended that the City Council review and comment on this report.

BACKGROUND:

In 1998, the Agency amended its original Downtown Redevelopment Plan to add approximately 370 acres of the adjoining Burbank Neighborhood to the project area. The Burbank Neighborhood includes a mix of residential, commercial and industrial land uses in structures of varied age and condition. The Redevelopment Plan amendment served as a first step in designing a long-term reuse strategy for the older industrial properties encompassed in the project area.

Located between Downtown and I-880, these older industrial properties generally referred to as the Cannery Area could be developed into an exciting mixed-use residential/commercial area that complements the revitalization of the Downtown. The City also seeks to strengthen the link between the Amtrak station on the western side of the Burbank Neighborhood and the Downtown Hayward BART station on the eastern side, thereby encouraging more transit-oriented development. Economic pressures for residential and retail development, as well as recent indications that the current industrial uses may no longer be viable in this location, have spurred the Agency to move forward with an expedited planning process for the transition of these older industrial areas. In view of the very real opportunities for development in the short-term, the Agency is undertaking this study to formulate a policy framework that will serve as a baseline for entertaining development applications in this area.

In November 1999 and February and May of 2000, the Council Downtown Committee considered and gave positive feedback regarding the need to undertake this planning effort to guide reuse of the older industrial areas encompassed in the expanded Redevelopment Project Area. On June 27, 2000, Council authorized execution of an agreement with Solomon E.T.C. to prepare a design concept for the Cannery Area.

Study Objectives

The study area will be evaluated in terms of the opportunities and constraints for future redevelopment as well as its relationship to major activity centers such as the Downtown area and Winton Avenue governmental complex. Various technical and environmental studies, such as a focused traffic analysis, basic economic market analysis, and the equivalent of a Phase I hazardous materials analysis, will be undertaken as part of this study. The study will result in the development of a broad-brush, conceptual design that provides a vision for the study area and illustrates how future redevelopment of the area could be integrated with the surrounding neighborhoods. In addition, the conceptual design will articulate possible circulation patterns and transportation linkages to the Downtown BART Station area, Amtrak Intercity rail station and the Winton Avenue governmental complex. The design concept will include a land use diagram and circulation network as well as overall design guidelines. The design concept will be sufficiently detailed so as to provide a framework for reviewing private sector development proposals and public agency capital improvements and related activities.

Planning Process

The planning process is expected to require approximately six months. Community participation will be accomplished through a series of public-workshops, with the first occurring this Thursday, July 27. Participation by the Hayward Redevelopment Area Committee, residents, landowners and businesses will be solicited in exploring alternative development concepts, understanding the implications of the technical studies, and formulating a vision for the area. Once a plan is drafted, it will be presented for review and comment at public meetings and at public hearings before the Planning Commission and Redevelopment Agency/City Council.

On May 16, 2000, staff held a meeting with owners of the larger parcels in the Cannery area in order to inform them of the planning process being undertaken and get their reactions to the proposed timeline. Representatives of six major properties attended, including representatives of four major property holders in Area 2, the historic cannery site between A Street and Winton Avenue. In general, all in attendance were supportive of the concept of developing a design plan for the area and indicated that the year-end timeframe for completion was very reasonable.

Urban Design Issues

On June 19, 2000 the Council Downtown Committee discussed a variety of urban design issues associated with development of the Cannery Area Design Plan. Today's work session is designed to provide an opportunity for the entire Council to comment on these issues.

Council members will recall that in preparation for undertaking this reuse analysis of the older industrial areas, staff structured the annual tour of the City Council and Planning Commission to focus attention on the type of redevelopment that may be addressed during this process. The tour visited a variety of live/work and loft developments in the vicinity of the new Amtrak station in Oakland, south of Jack London Square. Ms. Wilda White, a loft resident and activist in the area, outlined several issues Oakland faced that may also need to be addressed by Hayward if live/work development is determined to be appropriate for the Cannery Area. These include:

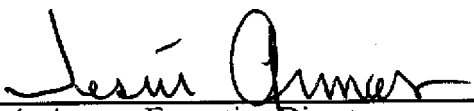
Size and density of units, parking requirements, type of work and residential uses that can safely be combined, whether live/work should be restricted to reuse of older buildings or allowed in new construction, and whether there is a need to integrate ground floor commercial space. Members of the Council are encouraged to comment on any or all of these issues.

The annual tour also visited Mountain View to see the transit-oriented developments in the San Antonio, Evelyn Avenue and Whisman Station areas. These areas consisted of development designed to create higher densities around transit stations. The Crossings has an average density of 21 units per acre and contains many neo-traditional features such as houses with porches facing the street, garages at the rear of the lot, narrow streets and a mix of housing types. Shared parking between the transit and residential uses was also featured. The Whisman Station plan had residential densities ranging from 7-10 to 15-25 units per acre, depending on the housing type, and included small-lot single family unit types. This type of development raises issues of ownership versus rental units, setbacks, orientation of units to courts, open space and parking requirements. The Councilmembers are also encouraged to share their responses to the Mountain View developments as they might relate to the Cannery Area planning effort.

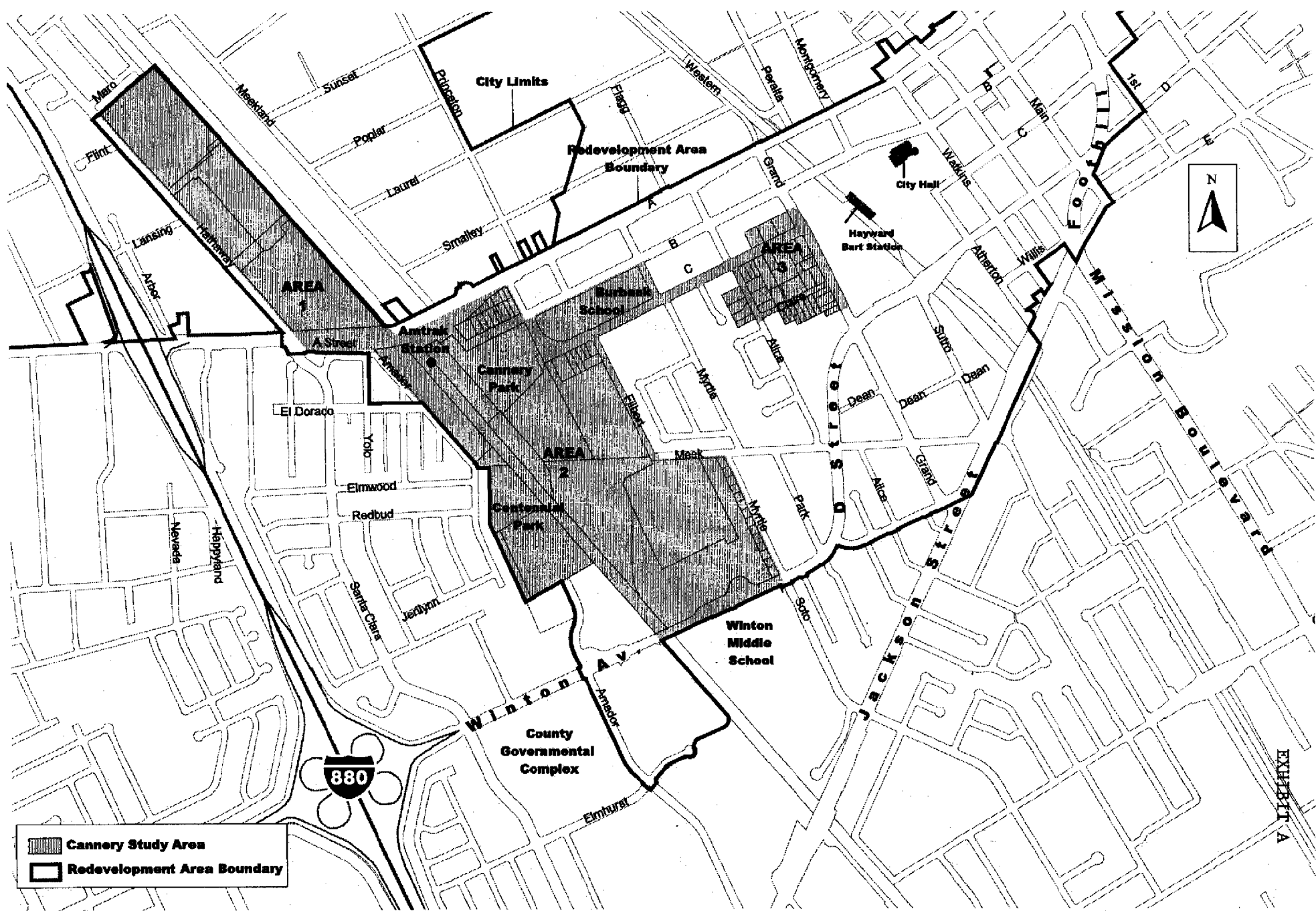
Recommended by:


Sylvia Ehrenthal, Director of Community
and Economic Development

Approved by :


Jesús Armas, Executive Director

Attachment: Exhibit A Map of Cannery Study Area



Cannery Study Area

500 0 500 1000 1500 Feet

EXHIBIT A